

**SEMIOTICS ANALYSIS OF MEME FOR WOMAN AT @9gaggirly
INSTAGRAM ACCOUNT**

THESIS

Presented to

Universitas Islam Negeri Maulana Malik Ibrahim Malang

**In Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra
(S.S.)**

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2020

STATEMENT OF AUTHORSHIP

I state that the thesis entitled “Semiotics Analysis of Meme For Woman at @9gaggirly Instagram Account” is my original work. I do not include any materials previously written or published by another person except those cited and written in the reference. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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The researcher



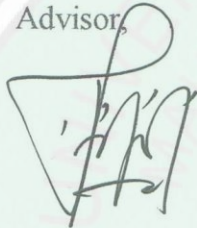
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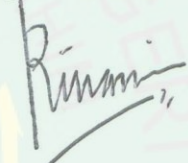
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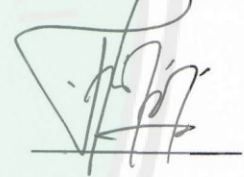
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MOTTO

Happiest people are those that have found Allah is enough.

-islamify



DEDICATION

This thesis is primarily dedicated to my beloved father, Ibnu Nasikhin, and my mother, Sulistyowati, who always give me endless love, prayers, and support. Then, my dear brother, Muhammad Rizaldi, who always gives me some pieces of advice. Thanks a lot for cheering me up. Last but not least, thanks to all my family and my friends that I cannot mention all their names.



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ABSTRACT

Murtaisah, Dewi (2020) *Semiotics Analysis of Meme for Woman at @9gaggirly Instagram Account*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Ulil Fitriyah, M.Pd, M.Ed

Keywords: Humor, Meme, Instagram

This study aims to examine the meaning of the signs in the meme images and explain the semiosis process. The researcher used a descriptive analysis method to describe, explain, and analyze the meaning of signs and investigated the semiosis process using Charles Sanders Peirce's theory. The data analyzed in this study are meme images taken from the Instagram account @9gaggirly. This account consists of 510 advertisements from 72 brands. However, the researcher mainly focused on analyzing the meme images posted from August 9 to August 31. As a result, 19 meme images taken from @9gaggirly were collected as the primary data.

To conduct a semiotic analysis, the researcher downloaded and printed the data. The data contains signs consisting of representamen, object, and interpretant. The relationship among these three aspects can show the clear meaning of the selected memes. The process of conveying meaning and interpretation is called the semiosis process. The researcher determined the icons and symbols of the meme images and collected them as the data to analyze. From the data (icons and symbols), the researcher analyzed the object of the icons and the symbols. After that, the researcher gets an interpretant to give meaning to the meme images. After all, the researcher's interpreted all the signs.

The researcher found 27 icons and 39 symbols from 19 meme images as the data. Moreover, the researcher also discovered that images (icons) and the language used in the memes (symbols) direct the meaning interpretation of the signs. It can be concluded that each meme has different signs, meanings, and interpretation. From the semiotic analysis, the memes' complex ideas can be easily conveyed by viewers. The meme images from @9gaggirly consisted of satire and messages for women in general.

The researcher recommends future researchers investigate semiotic signs in other contexts, especially analyzing indexes that are not further performed in this study. It would also be beneficial to explain the implied meanings in detail.

Dewi ,Murtaisah (2020) Instagram @ 9gaggirly. التحليل السيميائي للأنتى ميمي على حساب Dewi ,Murtaisah (2020) Instagram @ 9gaggirly. قسم الأدب الإنجليزي ، كلية العلوم الثقافية ، مولانا مالك إبراهيم جامعة ولاية مالانج . أطروحة جامعية M.Pd ، M.Ed. المشرف أولي فترية، الإسلامية

فكاهة ، ميمي ، إنستغرام :الكلمات الرئيسية

يستخدم الباحثون semiosis وشرح عملية meme تهدف هذه الدراسة إلى فحص معنى العلامات في صور باستخدام نظرية semiosis طرق التحليل الوصفي لوصف وشرح وتحليل معنى العلامات والتحقيق في عملية مأخوذة من meme البيانات التي تم تحليلها في هذه الدراسة هي في شكل صور. Charles Sanders Peirce. ومع ذلك ، علامة تجارية 72 إعلان من 510 يتكون هذا الحساب من Instagram @ 9gaggirly حساب نتيجة .أغسطس 31 أغسطس إلى 9 كان التركيز الرئيسي للباحثين على تحليل صور الميم التي تم نشرها من كيبانات أولية @ 9gaggirly مأخوذة من meme صورة 19 لذلك ، تم جمع

تحتوي البيانات على علامات تتكون من ممثل . لإجراء تحليل سيميائي ، يقوم الباحثون بتنزيل البيانات وطباعتها تسمى عملية . يمكن للعلاقة بين هذه الجوانب الثلاثة أن تظهر بوضوح معنى الميم المختار . وموضوع ومفسر يقوم الباحث بتحديد أيقونات ورموز صور الميمات وجمعها كيبانات . semiosis ونقل المعنى والتفسير بعملية بعد ذلك ، قام الباحث بتحليل الكائنات من هذه الأيقونات والرموز (الأيقونات والرموز) ومن البيانات . للتحليل بعد كل شيء ، فسر الباحثون كل العلامات . meme حصل الباحث على مترجم لإعطاء معنى لصورة

(الأيقونات) كما وجدت الباحثة أن الصور . كيبانات meme صورة 19 رمزاً من 39 رمزاً و 27 وجد الباحثون يمكن استنتاج أن كل ميم لها علامة . توجه تفسير معاني هذه العلامات (الرموز) واللغة المستخدمة في الميمات من التحليل السيميائي ، يمكن بسهولة نقل الأفكار المعقدة عن الميمات من قبل . ومعنى وتفسير مختلف على هجاء ورسائل للفتيات بشكل عام @ 9gaggirly من meme تحتوي صورة . المشاهدين

نوصي بأن يقوم المزيد من الباحثين بالتحقيق في العلامات السيميائية في سياقات أخرى ، وخاصة تحليل سيكون من المفيد أيضاً شرح المعنى الضمني . المؤشرات التي لم يتم إجراؤها بشكل أكبر في هذه الدراسة بالتفصيل .

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CHAPTER I

INTRODUCTION

This chapter presents the background of the study, the problem of the study, the objectives of the study, the significance of the study, the scope and limitation of the study, and the definition of the key terms.

A. BACKGROUND OF STUDY

Global web index data show that Indonesia is ranked 9th out of countries where the population spend the most time playing social media. Moreover, Indonesian netizens spend a lot of time playing on social media for 2.9 hours every day. Based on research conducted by *We Are Social* in collaboration with Hoot Suite, 130 million Indonesians are active in social media. They also added that half of Indonesia's population, which reached up to 265.4 million people, accessed social media. The social media platform most loved by Indonesians was YouTube by 43%, Facebook 41%, WhatsApp 40%, Instagram 38% (detiknet, 2018).

Since Instagram opened the platform for large and small businesses, Instagram is increasingly popular among social media users in Indonesia. In the use of Instagram, Indonesia is one of the most significant users of other countries (Liputan6, 2018). Based on Paul Webster," Indonesia is one of the countries with the highest number of Instagram users with 89 percent of them aged 18-34 years

accessing at least once a week" (Mailanto, 2016). Instagram users post 150 photos in a month, with over 80 million images and videos shared every day (Edwin, 2016). The photos and videos produced 3.5 billion *likes* per day (Edwin, 2016). According to Paul Webster, "Instagram is a creative forum for young, creative, and enthusiastic mobile-first communities in Indonesia. Most people explore Instagram to look for inspiration in visual form on Instagram displays entertainment in the form of funny videos, funny images, including memes" (Edwin, 2016)

Richard Dawkins characterized that meme on the internet as human creativity. Dawkins coined the word meme in 1976 through his book. (Jurnalweb, 2015). Memes exist for thousands of years, but few have traced them, and they try to understand the meaning of these memes in communication. (Jurnalweb, 2015). Now, many memes are circulated, generally displaying 2D characters or face characters (Jurnalweb, 2015). Besides, the meme can be searching from several sources, an illustrator named Matt Oswald uploaded "rage comic" with Me Gusta's face on the 4chan website and read it on March 18, 2010 (Jurnalweb, 2015)

In this research, the researcher used the semiotic theory proposed by Charles Sanders Peirce (1834-1914). In analyzing the data, the sign is the object of research. The number of sign phenomena existing in various media often

appears. Sobur (as cited in Murti, 2013) said, “Semiotics means that the object wants to communicate, but also a system of structures from signs.”

Furthermore, the explanation of semiotics is the science or method of analysis in examining signs. The importance of using semiotics is to discover the various forms of signs in the current phenomenon. In semiotic theory, according to Pierce, it is a triadic triangle model. In the triadic triangle model, Pierce names the classification sign-objects- and interpretants (in Piliang, 2010). In his theory, Pierce divides three types in each section. First, the icon is a sign that the relationship between the marker and the sign is the same form — for example, map or portrait. Second, the index is a sign that indicates a natural relationship between signs and markers that are causal. For instance, according to index analysis, smoke is a sign of fire, then someone's footprint shows that someone has passed the road.

Furthermore, the three types of semiotics mentioned by Pierce are a symbol that shows the natural relationship between signifier and the arbitrary of signs. There is agreement about the existence of these symbols and agreed to by all parties. In the semiosis process, it is about how the delivery of meaning appears and a sign used by people as communication (Sain, 2018). The example of the symbol is, a woman is wearing a miniskirt, in conversation with other people, that is to say, that she symbolizes a sexy woman the analysis showing from the symbol of the miniskirt (Dewi, 2013).

Regarding the theory mentioned above, the researcher examined the semiotic classification of markings on memes posted in @9gaggirly, which is an Instagram account that posts memes for women. The memes posted by @9gaggirly is interesting to be analyzed because the researcher wants to know the message behind the humor implied in the picture. The concept of making humor shaped by various linguistic aspects that support the image is interesting in making the meaning of the image to satirizing the reader. The memes displayed in the account contain humor. The users can access the meme @9gaggirly post via an Instagram account. Besides that, we can also download it from the @9gag application. In this study, the researcher analyzed the data using the semiotic theory proposed by Pierce to find the meaning of the memes. The researcher analyzed the icons and symbols of the memes. The researcher selected @9gaggirly as an object to analyze for the first few reasons.

Furthermore, @9gaggirly is the most widely seen meme account for most people in the world. Secondly, this account is a particular account from @9gag. The @9gaggirly account just only posts the meme image with the relation for women in general. Besides, this account represents quite a lot of women through humor in their memes from various aspects. The researcher takes the data from several posts on the @9gag account girly. The researcher *screenshot* the data according to the posting date, and there have limits in taking post the data.

Besides, to understand the theory, the researcher starts this research by learning about the theory through the previous study.

There are some previous studies that have been carried out. The previous study was written by Chandra, who used a theory from Charles Sanders Peirce in translating symbol meanings in Wardah cosmetics advertisements. Then, this study employed a qualitative method. This study indicated the use of clothing to cover the body, but still stylish and fashionable, thus strengthening the modern Islamic image built by Wardah (Dewi, 2013). Meanwhile, another previous study was conducted by Pauzan. He explored the types of signs expressed and the meaning of three crucial elements in Charles Sanders Peirce's theory in the film. This study uncovered nine types of signs found in the film based on Peirce's theory (Pauzan, 2018). Then, the third previous study was carried out by Anofrina, who analyzed a film named Hago. The researcher analyzes the use of marks on films that can influence someone who is considered to represent a particular meaning. In this case, the meaning represented is the meaning contained in the friendship symbol expressing the meaning of the representation of friendship contained in the sign in the film Hago (Anofrina, 2012).

Furthermore, there is previous research based on a similar object of study, the memes. First, the previous study related to this aspect is conducted by Zubaidah and Ardelia (2018). This study analyzed the relationship between images and text in memes with their meaning and function. This study found that

memes are made with many goals not only for humor but also for expressing one's feelings to form another sarcasm. Another previous study carried out by Lukmana (2016), who analyzes the meaning of implicature in the 'Meme Indonesia' text on social networks. Based on the research result, in the text, the meme Indonesia on social networks has implicature meaning.

This research is considered relevant research because this study revealed women from various aspects through memes. This research is expected to spread a meaningful message that people can enjoy memes not only in terms of humor but also in understanding the message that has been conveyed by the creator of the memes. Furthermore, the researcher hopes that memes would be enjoyed in terms of both humor and meaning values.

Memes are a group of images or videos that are modified either given expression or combined with other content that can produce a new picture or video that is similar but with a different story and is spread on the internet through social media (Juditha, 2015). Moreover, memes are also a communication medium to convey messages to certain parties, institutions, ordinary people, or even the broader community (Juditha, 2015). The relationship between memes and signs is that humans are social creatures, where humans can only think and communicate using signs. The sign in question is a sign in the form of visual signs that are non-verbal or verbal. This utterance was stated by Charles Sanders Peirce (Fiske, 2011). This study analyzes the social meaning of

some @ 9gaggirly memes, which are being viral on social media, to know the relationship among the sign, object, and interpretation. The signs are the image, appearance, color of the memes @9gaggirly. Meanwhile, the element is the meaning of a sign in meme @9gaggirly, while the interpreter is the attitude and mindset of the meme @9gaggirly creators or people who use the signs.

B. PROBLEM OF THE STUDY

Based on the background and the focus of the research, the questions are formulated for getting a more specific purpose. The research questions are:

1. How are the semiosis analysis process in each meme account @9gaggirly based on Pierce theory?
2. What is the meaning of an icon and symbol of each meme posted by @9gaggirly account?

C. OBJECTIVES OF THE STUDY

1. To know the process of semiosis in each meme based on Pierce's theory; and
2. To know and reveal the meaning of the meme

D. SIGNIFICANCE OF THE STUDY

This research has a significant contribution to provide a deeper understanding of semiotics. In this study, the researcher focused on analyzing the icons and symbols based on Pierce's semiotic theory, which focused on the @9gaggirly memes. Furthermore, this study defines the meaning of the memes based on

discovering of the iconic signs and symbols existing in woman memes on the account @9gagirlly. Memes of women posted by @9gagirlly are interesting to analyze because the researcher wants to know not only the meaning of humor known in the picture and the concept of making humor formed from various linguistic aspects. In other words, the image is interesting in shaping the meaning of the image to satirizing the reader. Therefore, this research is expected to be a reference for further studies in semiotics, especially those that discuss the type of sign on an object. Theoretically, this study explores the explanation of the signs that appear in the humor account of women meme @9gagirlly.

Furthermore, this research discusses the theories applied in the analysis of humor. Practically, this research gives some suggestions for future researchers on semiotics topics. For students, this research can increase knowledge about the power of humor for women displayed in online media. For example, memes can be analyzed to understand the meaning of speech and forms of communication.

Therefore, this study aims to reveal how to understand the images in the form of memes. The message shown to the reader has a moral message that has a negative and positive impact on the reader. This research is important to enlighten the power of representation of an object of study with a variety of different subjects.

E. SCOPE AND LIMITATION

The scope of the research is focused on analyzing signs in the memes addressed to women on Instagram. The memes were posted by @9gaggirly, an Instagram account. The limitation of this study is related to the limited data taken in the form of humorous female memes posting. The researcher uses the Pierce's concept called the triangle under the analytical process of semiosis. In the process of semiosis, this study shows the relationship between objects, representations, and interpretants. Then, the icons and symbols are explained separately and descriptively.

In collecting the data, the researcher took the image of the post @ 9gaggirly on 9 August until 31 August 2019. The researcher took the data on that date because of several considerations. The data posted in August are the newest postings and the most posts that month. Furthermore, this research aims to discover the meaning of iconic signs and symbols that appear on memes. The results of the analysis are the meanings conveyed from the signs. Additionally, the meanings of the signs are a form of communication that is mostly found on social media like memes.

F. DEFINITION OF KEY TERM

1. Humor

According to Denajaya, humor can cause the listener to feel tingling of a funny feeling, so it is compelled to laugh. Humor is an attitude that makes us happy because of the way the jokes are displayed.

2. Meme

According to Dawkins, a meme is an idea, behavior, or style spreading from one person to another in a culture. Besides, memes are ideas, theories of application, habits, songs, dances, and moods. A meme is a form of image or video spread on social media. Memes are often found because of their appearance or parody, making the meme widely known among netizens.

3. Instagram

Instagram is one of the social networks that exist on social media displaying or giving information about images and videos. On Instagram, we can know various information about the economy, social, culture, politics, food, drinks, lifestyle, etc.

4. Icon

An icon is a sign containing a resemblance with a reference (reference). In the icon, the relationship between the representamen and the object manifests as 'similarity in several qualities'. For example, maps and photos of someone on an ID card.

5. Symbol

Symbols are conventional signs (social agreements). Signs of language are usually symbols such as a traffic light symbol whose meaning is known and agreed upon. In this analysis, what is meant by symbols are sentences that are related to meme images.

G. RESEARCH METHOD

This part explains about research design focusing on completing this research. Describe what data sources and data meet this research, showing the steps in how to collect data and how to analyze.

1. Research Design

This study used a qualitative design to analyze the selected data sources. The method used in this research is descriptive analysis. Furthermore, this research applied descriptive analysis to express and describe the meaning of icons and symbols on @ 9gaggirly account meme used Pierce's semiotic theory. Then, the researcher analyzed and explained the meaning of icons and symbols on the meme on Instagram @9gaggirly account using semiotic theory.

Qualitative research is concerned with developing an explanation of social phenomena (Aprilia, 2017). Qualitative research is used to emphasize on describing the phenomenon in this context by interpreting the data (Aprilia, 2017). Qualitative research is a type of non-numerical research in collecting data and interpreting the meaning of this data. It helps us understand social life through the study of populations or targeted places. Often people frame as 3opposition to quantitative research. In contrast, quantitative research shows numerical data to identify large-scale trends and uses statistical operations to determine causal and correlative relationships between variables (Crossman, 2019). The purpose of qualitative research is to attract social scientists in investigating the meaning that people are connected between their behavior, actions, and interactions with others (Crossman, 2019).

The qualitative paradigm is employed as a research method used in this study occurring in natural object conditions. Moreover, the researcher is a key instrument. The technique of data collection is triangulated (combined) in the inductive analysis of data. In the sense of qualitative research, researchers only took small samples and paid attention to the meanings that exist in social phenomena. Furthermore, the meanings of the object's research in the form of meme images uploaded by the @9gaggirly Instagram account were described.

2. Research Instrument

The instrument is a test that has the characteristics of measuring informants with several questions and statements in the study (Sukmadinata, 2010). Besides that, it can also outline the objectives of the research. In qualitative research, instruments are taken from the researcher. Furthermore, the data is taken from the researchers themselves. The researcher retrieved the data using cellphones. Then, the researchers used the internet to make it easier to use cellular data or Wi-Fi. Additionally, the researcher began to access Instagram to retrieve data. Next, the researcher took a picture with a screenshot feature from the cell phone as the evidence of the collected data.

3. Data and Data Source

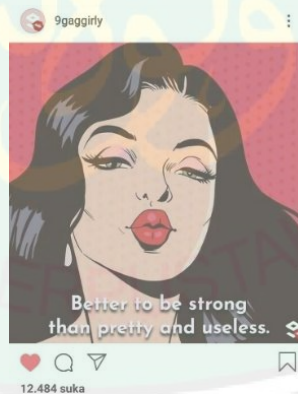
The data were taken from the meme @9gaggirly Instagram account posts. To obtain the data, the researcher classified all memes in Instagram accounts from all @ 9gaggirly account posts. Data sources were taken from Instagram accounts created by a woman and run by a woman on a @9gaggirly account. Followers of the Instagram account on the @ 9gag account have a total of 204 thousand million followers.

4. Data Collection

The first step in analyzing data was choosing the meme images in @gaggirly account to investigate. In the second step, the pictures were

captured from the Instagram account. The selected memes were listed. Furthermore, after getting the image data, the researcher gave codes to each datum to provide the identity for each picture. Moreover, the data were analyzed by using Pierce's semiotic theory. In this study, the researcher analyzed the icons and symbols in memes by using semiosis process proposed by Pierce. The data were analyzed through the following steps: first, the researcher classified the data as icons and symbols. Furthermore, the data were analyzed through the signs included in the icons and symbols. Next, the researcher identified the interpretation of icons and symbols in the memes. Here are some examples of the analysis:

1. Datum 1 (9 August 2019, at 09.00 pm)



This first datum shows a picture of a woman with long and black hair and her bright red lips. This picture consists of one icon and one symbol. Her expression shows a sexy style depicted by her red and sexy lips.

2. Datum 2 (10 August 2019, at 09.00 pm)



This datum depicts the expression of a handsome man who has a sweet smile and thick eyelashes. The symbol is written above the meme. It is said "Why are boys blessed with eyelashes they don't deserve."

3. Datum 3 (11 August 2019, at 08.00 am)



The third datum of the @ 9gaggirly account meme image contains two icons and two symbols. The first icon on the right side is a picture of a

woman wearing glasses raising a glass of drink as if she shows that a glass of wine makes her happy. From the icon, the symbol displayed above is “I-love-wine-so-much-Saturday.” Next, the second icon on the left side is a picture of a woman wearing sunglasses raising a glass of coffee with a flat expression. Then, the second icon’s symbol is “ I-never-drink-wine-again-Sunday.”

H. Triangulation

Triangulation is a combination of several methods in research that study the same phenomenon. The combination of several observers, theories, methods, and empirical material is expected to overcome weaknesses or intrinsic biases and problems originating from single methods, single observers, and single theory studies. The triangulation function can be used in qualitative research. This strategy is used to find quality analysis. The purpose of triangulation in research is, in qualitative research, to improve the quality and validity of research results. Therefore, in this study, the researchers focused on data triangulation. This research was shown to the proficient researcher in semantic topics, namely Agwin Degaf. Therefore, this research is intended to provide more accurate information about the validity of the data.

I. PREVIOUS STUDY

First, a study conducted by Murti Candra Murti (2013) discussed *The Representation of Muslim Women's Clothing on Wardah Cosmetics on Tabloid Nova*. This study used semiotic analysis by Charles Sanders Peirce to analyze the symbols in Wardah advertisements. The results of this analysis reveal that Wardah cosmetics advertisements represent the use of clothing that covers nudity, which is stylish and fashionable. Thus, it strengthens the image of modern Islam, which is built by Wardah. The difference between my research and this research is related to the object of study: to examine cosmetic advertisements and raise women's representation.

Second, a study entitled *Analysis of Semiotics Representation of Friendship in "HUGO" Film by Harry Anofrina*. This research analyzed how the representation of friendship shown in the "HUGO" movie. The researcher observed the use of marks on films that might affect someone's interpretation of representing a particular meaning. In this case, the represented meaning is the meaning that infers the symbol of friendship. In this study, the researcher used the theory of Charles Sanders Pierce, which then supported by the concept of Triangle Meaning in expressing the meaning of friendship contained in the signs existing in "HAGO" movie. Meanwhile, this present study is different from this prior study because the researcher focuses on presenting how women's representation is conveyed through a meme.

Third, *A Discourse Analysis Of Memes by Neneng Zubaidah and Ardelia*. This research was conducted to analyze the relationship between images and text in memes with their meaning and social function. Furthermore, the results of this study show that memes are made with many goals based on not only humor but also someone's feelings or expressions or even sarcasm.

Fourth, *Pragmatics Use In-Text 'Meme Indonesia' in Social Network* by Lukmana (2016). This research analyzed the meaning of implicature in the 'Meme Indonesia' text on social networks. The results of the research have inferred implicature meaning. Furthermore, the researcher of this study used the theory of pragmatic analysis.

Then, *A Semiotics Analysis of The John Wick 1 Film using Charles Sanders Pierce's Semiotics Theory* by Alfian Asyraq Pauzan (2018). This research aims to explore the kinds of signs expressed and analyze the meaning of the three important elements of signs, including icon, indexes, and symbols found in the film. The finding of this research revealed nine kinds of signs found in the film: qualisign, sinsign, legisign, icon, index, symbol, rheme, design, and argument. Three elements of signs could indeed be interpreted using Pierce's Semiotics theory, especially the relationship between their object and interpretant.

CHAPTER II

REVIEW OF RELATED LITERATURE

This part includes the discussion of some theories and the review of previous studies. In this chapter, the researcher describes the relation between the theory and the semiotic analysis. The primary data of analysis are memes in the Instagram account @9gaggirly. Therefore, this study is given the title “Semiotics Analysis of Memes @9gaggirly Instagram Account. The researcher uses the Pierce’s concept called the triangle under the analytical process of semiosis. In the process of semiosis, this study shows the relationship between objects, representations, and interpretants. Then, the icons and symbols are explained separately and descriptively.

A. Theoretical Description

1. Semiotics

Semiotics is defined as the study of signs. Signs are the study of codes, which refers to the system that allows us to see entities as signs or as something that have meanings (Setyowati, 2017). In general, the semiotic analysis method generally analyzes the sign and the interpretation of the sign. Semiotics is a broad study of signs and a method to analyze sign interpretation or functions in the sign system. The sign is a symbol applied in anything existing in human life (Hasanah, 2010). Furthermore, Semiotics is a part of linguistics in which a sign is

seen from the expression of language, which expresses an idea (Lestari, 2017). Theoretically, semiotics is a part of linguistics, a branch of semiotics that deals with linguistics, namely semantics, syntax, and pragmatics. Pragmatics is a part of semiotic related to the origin, use, and effect of signs in the behavior in which they occur. Semantics pertains to the marking of signs in all means of marking meanwhile, syntax deals with a combination of signs regardless of their specific significance or their relationship to the behavior in which they occur (Storiesoflanguage, 2012). The main object of linguistics is language, which combines of small units to large units in the communication goals (Lestari, 2017). The findings of this study are interpretations of signs that aim to explain the shipbuilder's analysis of markers. Besides, semiotics meanings are placed on people's perceptions of objects and symbols.

Semiotics is the science of signs and a scientific study, which examines signs. In semiotics, culture and signs are interrelated because of the semiotic science study systems, rules, and conventions that allow signs to have meaning (Ramdhani, 2016). Both scholars, Ferdinand de Saussure (1857-1913), a linguist, and Charles Sanders Peirce (1839-1914), a philosopher, use different terms. Saussure uses the term semiology while Peirce uses the term semiotics, but in subsequent developments, the most popular was semiotics. Peirce said that semiotics is a combination of synonyms and logic (Yosi, 2016). Furthermore, in semiotic science, signs can be utilized in the form of non-verbal visual art. It

consists of essential elements, such as lines, colors, shapes, textures, compositions, and so on. Instead, verbal signs are described objects, such as humans, animals, natural imaginations, or other abstract things (Pujiati, 2015). What applies to signs generally applies to language signs (Pujiati, 2015).

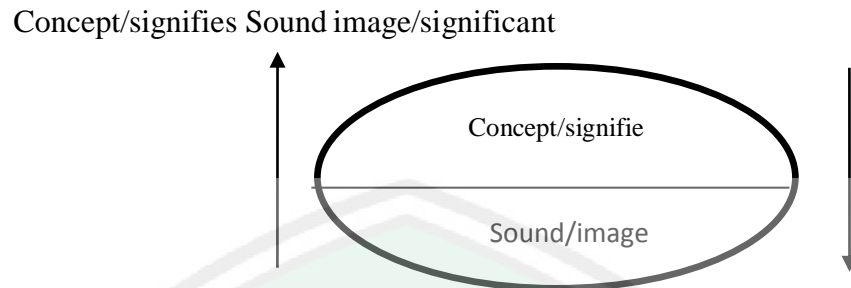
Semiotics is defined differently by some scholars, according to Sobur (2019), semiotics comes from the Greek term "semion," which means "sign". According to Sobur, a sign is something above social conventions. Besides, according to Van Zoest (2019), semiotics examines signs, use of signs, and everything related to signs. In addition, according to Zoest (2019), something related to signs about the use of semiotics cannot be separated from pragmatics, in the purpose of knowing what to do with signs and what human reactions are when dealing with signs (Kurniawan, 2019). Furthermore, according to Charles Moris (2019), the relationship between signs and designata occurs semiosis in psychological, biological, and sociological phenomena that occur in the function of signs. Furthermore, according to Eco Semiotics, something that exists in the world, there is no connection with Platonist idealist ideas. There are nine types of semiotics known today:

First, analytic semiotics is semiotics which analyzes sign systems. Descriptive semiotics deals with the sign system, whether new or old, which has the same meaning. Zoosemiotics is semiotics that analyzes the sign system created by animals. Cultural semiotics is semiotics that studies the sign system used in

certain societies. Narrative semiotics is semiotics that examines mythology and folklore narratives. Natural semiotics is semiotics which analyzes the sign system from nature. Normative semiotics is semiotics that is used for analyzing sign systems made by humans, which have forms or norms. Social semiotics is semiotics that explains the sign system created by humans, in terms of words or sentences. Finally, structural semiotics is semiotics that analyzes sign systems through the structure of language.

Saussure (1966) begins his theory of signs by identifying language as a sign system that can express ideas and compare it with writing systems, alphabet, symbolic rituals, polite formulas, and military signals. A science that studies the signs in daily life to imagine Saussure's thinking. That will be a part of social psychology, and consequently, from general psychology. Saussure refers to his research as semiology (derived from the Greek 'sign'). Saussure's semiology shows what constitutes signs and what laws govern these signs. In the Saussure's element of the sign, the difference is the language object between the signifier and the signified. A significant aspect of language material can be in the form of language, image, or sound. Significance is a mental aspect of language or a concept that arises in human thought. The second principle is important and also arbitrary.

Figure 2.1 can represent the bond between the signifier and the signified:



(Figure 2.1 Saussure, 1966 in Hasanah, 2010 (p.9))

A sign is a unity that cannot be separated as if there are two sides in a sheet of paper. The first side describes the form of expression, while the other side of the sheet is the concept or meaning of the sign (Lestari, 2017). In semiotics, denotation and connotation are a description of the relationship between signified and signifier. The connotation is a sign with a "subjective" meaning that is different from each individual's experience. Meanwhile, denotation is a sign that represents an agreement that has been agreed upon by all parties, and they share the sign among themselves. The sign appears through social conventions. Therefore, in this study, the researcher uses a semiotic approach to explore more extensively about the knowledge concerning the sign, more particularly the existing signs in memes taken from @9gaggirly on Instagram account.

2. Semiotics of Charles Sanders Peirce

The other view comes from the pragmatism side, especially from Charles Sanders Peirce. Furthermore, Charles says that there are three sides of the sign. The first side is represented, the second side is the object, and the third side is interpretant. Peirce says that a sign is something that means something.

Representant is a sign in itself, while the object is the thing referred to, and the interpretant is the product of the relationship between the interpreter and the object. According to Pierce, there are three sides of the sign. Three sides include representations, objects, and interpretants (Eriana, 2015). In using Pierce's terminology, it can be said that in a broader sense. There are three interrelated elements, and there are three interconnected elements: (1) a sign can be called a representamen, that is, to represent something else. (2) The object is what is symbolized by what is described by it. Pierce calls this an interpretant. The interaction between representamens, objectives, and interpretants is referred to by Pierce as 'semiosis' (Faturahman, 2014). Following an example of Pierce's theory, he proposes the meaning of a triangle consisting of three main elements: Signs, objects, and interpretants.

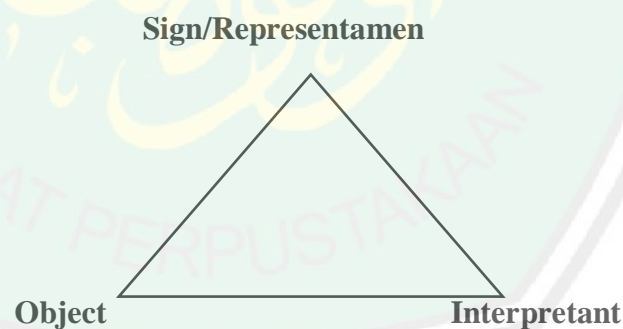


Figure 2.2 Relationship between the three elements of the sign Charles Sanders

Pierce in Hasanah, 2010 (p.10)

A sign is a concrete thing that people can see, and it represents something outside it. A sign consists of symbols (the relationship between signs and objects

due to the convention of social agreement), icons (the connection between signs and objects because they are the same), and index (the relationship between signs and objectives there is a cause and effect relationship) (Hasanah, 2010). Interpretation or use of signs is the concept of thinking of people who use signs and give meaning or special meaning in people's minds about objects. The essential thing in the semiotic process is how the definition occurs when a sign is used by people to communicate.

There is an example of illustrative interpretations of Rahestrie's research (2016).

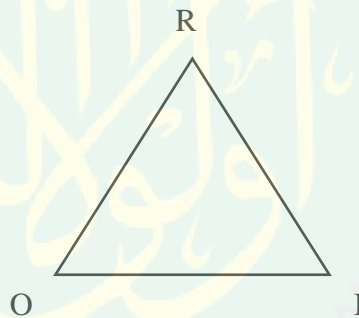


Figure 2.3 : Peirce's semiotic triangle (Johanson & Larsen in Faturahman, 2014)

(R) : Captain America: If I see a situation pointed south, I can't ignore it. Sometimes I wish I could Iron Man: No, you don't, Captain America: No, I don't.
 (O) : Captain America wants to solve problems. (I) : Having the wisdom to seek the truth and not being able to ignore it. The interaction between representamen, objects, and interpretants are referred to by Peirce as 'semiosis.' One of his

students, Roderick Munday, offered a good explanation of how the Pierce model works (Faturahman, 2014).

A sign or representation is the first to stand in an original triadic relationship. Therefore, the second is called an object, and to determine the third is called interpretation. Furthermore, the triadic relationship is three members who are bound together in complex ways because interpretants cannot stand alone with objects. This triadic relationship, between representamens, objectives, and interpretants, is interrelated and combined to become interpretations.

Table 2: Semiotic mode (Cobley, 2001 in Hasanah, 2010, (p.13)

<i>Sign type</i>	<i>Icon</i>	<i>Index</i>	<i>Symbol</i>
Semiotic mode	Similarity	Couse or natural Relation	Convention
Practical example	Photograph Painting Diagram Touch of silk Musical note Sweet smell	Smoke for fire Symptom for disease Thermometer for heat Crash for falling Feel of fur for cattail Sour taste lemon	Word Indisignia Morse code Logical sign Algebraic sign

Semiosis Process, (this term also spelled semiosis) is used by Pierce to refer to making meaning, where there is an interaction between representamens, objects, and interpreters. According to Pierce (1931-1935), semiosis is a process without limits. However, Eco (1976) refuses by arguing that semiosis

will stop when the supra-individual principle limits humans. Individual principles are cultural rules that decide and limit autonomy to carry out interpretant processes in the human mind.

3. Three Trichotomies of Signs

Pierce develops a complicated typology by starting a triadic classification of signs correlated with representatives, objects, and interpreters into trichotomy (in Faturahman, 2014). First, according to the sign itself, is a mere quality, some are real, or there are common laws. According to the significant relationship with the object, a sign has several characters in itself or an extended relationship with the object, then its relationship with an interpreter. Third, according to the interpreter, it presents it as a sign of possibility, as a fact, or a sign of reason (Faturahman, 2014).

First, in the division, a sign from Pierce is called Qualisign, Sinsign, or Legisign. Qualisign is a sign that can be marked based on the properties contained in the sign. For example, white means holy, dolls mean funny, cute, and adorable. Secondly, Sinsign is a sign that is based on its appearance in reality. For example, laughing means happiness, and crying means sadness. Third, Legisign is a sign that is regarded as the basic sign of a general rule, a convention, and code. For example, a red light means stop, and a yellow flag means death or a sign of mourning (Faturahman, 2014).

The second of trichotomies consist of Icons, Indexes, or Symbols. An icon is a sign consisting of a a resemblance with a reference (reference). In the Icon, the relationship between the representamen and the object manifests as 'similarity in several qualities'. The Index is a sign with a phenomenal (event) and existential (proof of presence) relationship. There is a causal relationship between the representative and the object. The relationship between signs and objects in the object index is concrete, actual, and usually in a sequential way with a causal relationship. For example, the footprint of a human foot is an index of someone who passes there. Symbols are conventional signs (social agreements). Signs of language are usually symbols, such as a traffic light symbol whose meaning is known and agreed upon (Faturahman, 2014).

According to the third trichotomy, a sign is called Rheme, Design or Argument. Rheme is a marker that relates to the possibility of understanding object markers for translators. Rheme is a sign that allows people to interpret choices. For example, when you see someone with red eyes, it might mean that they are drowsy, hurt their eyes, or just woke up. Next, Design is a marker that displays information about the sign. An accident-prone road sign encourages people to be careful when they pass the road because accidents often occur there. Finally, an argument is a sign that the end sign is not something but a rule. A sign that immediately gives reasons about something: for example, a sign that smoking is prohibited at the gas station because it is a flammable place (Faturahman, 2014).

Here is the table of three trichotomies of sign to make a clearer understanding:

Table 3: Pierce's Thought of Semiotics (Cobley and Janz, 2002 in Eriana, 2015, (p.24)

Thoracotomy/categories	Ground/Sign	Object	Interpretant
Firstness (autonomy)	Qualisign	Icon	Rheme
Secondness (connected to reality)	Sinsign	Index	Decent
Thirdness (related to the convention, role, and code)	Legisign	Symbol	Argument

Pierce's "most basic sign division" between icons, indexes, and symbols have often been applying in ad studies. Product and consumer images, comparisons, metaphors, and other signs that refer to their objects with similarity belonging to the domain of icons in advertisements. Symbols appear in languages, brands, trademarks, and visual logos. However, in its most prototypical function, advertising's efforts for consumer attention to a product simply the act of pointing, which is a type of index sign. Therefore, in this study, the researcher analyzes the data by using Piercean's semiotic theory. This study is original since it explains the icons and symbols in memes in the @9gaggyrly Instagram account.

B. Definition of Meme

Most of the Indonesian people are people who like humor. According to Martin (2017), humor is an explanation of a set of phenomena associated with creating, perceiving, and enjoying something ridiculous, funny, or comical, whether an idea or a situation. The number of daily life experiences that can be created into a joke. There are ridiculous jokes, crisp, and intelligent jokes (Pasha, 2019). In the 21st century, information technology continues to grow. One of them is the new media. The number of new media that grows by its users with a lot of creativity. One of them is a meme. Additionally, memes can be divided into two types, namely memes that are commonly used in Rege Comic, and memes that are available in the form of photos with their tagline, so that they are typical.

Similar to social culture, the internet has a culture that is always moving and evolving. Internet culture and society define the meaning of "meme" as a cultural artifact of netizens (Chandler, 2012). In this modern era, video is a very convenient communication tool because people prefer to use it to sends ideas and concepts in someone's mind (Putra & Triyono, 2016). In the visual culture of the internet, memes are made through replicating and modifying photographic images provided by Google engines. Meme creators usually need to complete photos by using text, subtracting, or adding some elements through a simple digital creation process. It depends on the context of what information will be

conveyed (Handayani et al., 2016). Internet memes tend to be impolite and unpleasant. Many favorite memes have the potential to offend some people. Besides, Instagram users often continue to insult when they name their Instagram meme account (10 of the Best Instagram Meme Accounts and Why They are Becoming Beneficial Effective as IM Tools, 2019). Memes are made using human energy (attention, perception, thought). Memes are also consumed by society and control everyone's thoughts. Furthermore, memes fulfill everyone's desire and can make fun through the ease with which they offer. Then, the meme will cause everyone to depend on ideas, information, functions, status, social position, meaning, prestige, and lifestyle producing in social life (Raditya, 2014: 236). Memes are not only distributed through social networks, but memes often appear on blogs or websites. In 2013 Richard Dawkins, author of the book *Gene* (1976), characterized memes on the internet as a form of human creativity. Richard Dawkins created the word meme in 1976 through his book entitled "The Selfish Gene."

Memes are ideas, behaviors, or styles that are spreading from person to person in a culture. The word meme is deriving from Ancient Greek, which means the meaning of the language is imitated memes. In Dawkins's terms, using memes refers to any cultural entity that observers consider as a replicator. He hypothesizes that one can see many cultural objects as multipliers, which refer to melodies, fashions, and skills learned as examples. In general, memes mimic human

exposure evolving as an information copier and dynamic behavior. Based on the Dawkins definition, it is a cultural transmission unit or an imitation and replication unit, but further definitions will vary (in Aprilia, 2017).

C. 9GAG

9Gag is an international comedy website in Hong Kong that is hosted in the United States (Sayani, 2012). The 9Gag website was created in 2008. It collects users from all over the world and allows its members to post pictures, films, and stories accessible to everyone. Unlike social networking, 9gag is a community that only focuses on production (or posting), not on individual profiles. Under the domain <https://9Gag.com>, this website has around 40 million active users. Uploaded posts from 9Gag contain images from around the world, memes, or angry comics, and they are almost always produced in English. Furthermore, 9Gag is one website that uses internet memes to share ideas among members (Achadiat, 2013). An example of visual social media to share throughout the world. Next, the visual media they upload will be selected by other users by pressing the "Fun" button, which is symbolized by the smile icon and the sad icon. Furthermore, 9Gag is about pleasure. In this case, posting memes on the 9gag is possible even though it is not always the original meme creator. Also, the 9Gag site itself has several account branches, which are the subsidiaries of 9Gag itself.

In the meme, posters of OP (original posters), can provide different interpretations based on every user's perspectives. Furthermore, when other users like memes, they can give a vote to the post. On the contrary, when the other users disagree or unlike a meme, they can cancel it. Besides, other users can give their opinions on memes through the comments column. Therefore, even if a meme has the same speech and image, the OP title can provide a different connotation about what of the meaning that the meme is trying to convey. Additionally, 9Gag opens branches of its account, including @9gaggirly. The account @9gaggirly is a subsidiary of the 9Gag report. The account @9gaggirly account run by women and managed by women (Instagram, 9Gag Girly). This account has posted three hundred and four meme pictures and videos. Furthermore, followers of the meme @9gaggirly account are two hundred and forty-three thousand followers of @ 9gagirly lovers. Besides, @ 9gaggirly also follows other reports, which are branches of the 9Gag meme. The number followed by @9gaggirly twenty-nine accounts has been followed. Besides, the contents of the @ 9gaggirly account, which contains satire and jokes related to women's lives in general. Additionally, until now, @9gaggirly is a verified profile on Instagram (9Gag Girly Profile Information).

CHAPTER III

FINDING AND DISCUSSION

A. FINDING

Based on the unit of analysis in this study, the objects analyzed in this chapter are meme images taken from @9gaggirly Instagram account. The meme data was taken from 9 August to 31 August considering a limited time, and neglecting the newest postings when the researcher started this research. The trichotomy of Pierce's second sign emphasizes the relationship between the representamen and the object. Symbols in memes are in the form of sentences or written languages above the meme image. Meanwhile the icons are pictures, video, or photo images. Thus, the researcher focuses on analyzing the icons and symbols to reveal the hidden meanings of the meme images. This section explains the findings of data from the semiosis process in the @9gaggirly meme image on Instagram. There are 19 data from image posts on the Instagram account @9gaggirly. Based on the 19 data, the researcher found 27 types of icons and 39 types of symbols.

Datum 1

(9 August 2019, at 09.00 pm)



This picture shows a woman with long and black and bright red lips. This picture consists of one icon and one symbol. Her expression indicates a sexy makeup style shown by her red and hot lips. From this data, the iconic semiosis process can be interpreted using the triadic relationship. From the icon above, the image of a beautiful woman with long black hair and red lips looked like a duck face is called a representamen (R), which presents the object (O). It indicates a perfect and sexy expression. The relationship between representamen (R) and objects (O) results in interpretant (I). The representation between representamen and objective is the women tend to look sexier when wearing brighter lip colors, for example, wearing red lipstick. The red color indicates a brave characteristic. Besides, when women wear red lipstick, they seem to feel fresh, and they are more confident to go through their days. In this picture, a woman with red lipstick shows enthusiasm for facing daily life. The researcher assumes that women who like the red color can be categorizing as an exquisite woman.

Next is a symbol of the meme above is analysis. The sentence, "Better to be strong than pretty and useless" is the representamen (R) presenting (O) independent and intelligent women. The representative relation (R) and object (O) result as interpretant (I). The sentence is taken

from the meme above telling the readers that being a strong woman is better than being beautiful but useless. Here, the word "strong" interprets the toughness in facing obstacles in her life, because being physically beautiful is not enough. The word "pretty and useless" means that women are considered attractive and can not only be seen from their faces. What is more appealing than that is when women pretend to be strong in any kind of situation.

The conclusions from two processes of semiosis are drawn. This meme delivers a message or meaning that the meme gives a picture of a sexy and brave woman wearing red lipsticks and has long black hair, basically a grown-up woman with a mature mindset and behavior. Then, the written symbol of the meme is "Better to be strong than pretty and useless." The relationship between the icon and the symbol above gives the meaning that women are beautiful when they are supported by a strong personality.

Datum 2

(10 August 2019, at 09.00 : pm)



There is a picture of a handsome man who has a sweet smile and thick eyelashes. The symbol that is written above the meme or the picture is, "Why are boys blessed with eyelashes they don't deserve."

From this data, the iconic semiosis process can be interpreted by using the triadic relationship. From the image above, a handsome man with a big smile, neat hair, and thick eyelashes wearing a black suit, is the representamen (R) presenting objects (O), which is perfect and neat. The relationship between representamen (R) and objects (O) results in interpretant (I). A perfect handsome man, who has a sweet smile and curly eyelashes with thick eyebrows, represents every woman's dream. Generally, the woman dreams about having a partner who looks like a man depicted in the image. Appearance is the main point that needs to be considered by every individual, especially men. The icon shows a picture of a man who has a physical appearance that seems very attractive to the opposite gender. The performance of the man in the picture also can attract the attention of the current fashion lifestyle.

In contrast to the icon, the symbol in this image is "Why are boys blessed with eyelashes they don't deserve" is the representamen (R) that presents (O) a handsome and perfect man. The relationship between representamen (R) and objects (O) results in interpretants (I). Representation and object interpretation explain specifically about a man who has perfect and curly eyelashes. From the sentence "Boys are blessed with eyelashes they don't deserve" above, it can be concluded that men

can make the women feel jealous because of the thick eyelashes that they have while they do not need it. Moreover, the meme maker is a girl who thinks that boys don't deserve perfect thick eyelashes, and she feels that girls deserve it more.

From the explanation above, the two semiosis processes are needed to get the meaning of the meme. This meme sends a message of a handsome man who has a sweet smile, curly eyelashes, and wearing a neatly dressed is the dream of women in the future. From the picture above, the meme uses the icon of a handsome man to illustrate women's desire to have a life partner like what they desire. Then, the meme uses the symbol "Why are boys blessed with eyelashes they don't deserve." The relationship between the iconic and symbol above shows the message of injustice feeling from women to a man who has beautiful eyelashes.

Datum 3

(11 August 2019, at 08.00 am)



The third datum is the meme image containing two icons and two symbols. The first icon on the right side is a picture of a woman wearing glasses raises a glass of drink. She seems very happy. From the first data icon, the symbol displayed is "I-love-wine-so-much-Saturday." Next, the second icon on the left picture represents a woman wearing sunglasses with a flat expression holding a glass of coffee. Then, from the second data icon, the symbol is "I-never-drink-wine-again-Sunday."

From the picture above, it can be seen that the image of a woman raising a glass of wine with a happy expression is the representamen. The other picture of a woman holding a different glass (R) who presents objects (O) felt a terrible hangover and regretted that she drank too much wine on Saturday. The relationship between representamen (R) and object (O) results in interpretant (I). The meme pictured above shows that the woman feels guilty about her decision to drink wine on Saturday.

The second image from the picture above, the image of a woman holding a glass of coffee with a regret expression is the representamen, the other picture of a woman holding a different drink (R) who present objects (O) she felt unhealthy. The relationship between representamen (R) and object (O) results in interpretant (I). The meme image above shows that the woman feels sick and tired.

The phrase "I-love-wine-so-much-Saturday" is the representament (R) who serves (O) a glass of wine. The representative relation (R) and object

(O) results in interpretant (I). The meme sentence above shows that on Saturday, a girl enjoys drinking wine.

Second, the analysis of the second icon symbol. The sentence "I-never-drink-wine-again-Sunday" is the representment (R) that presents (O) she changes the drink with coffee. The representative relation (R) and object (O) results in interpretant (I). From the sentence of the meme above, she stopped consuming wine and changed her drink with coffee to avoid aching from her hangover.

From the meme above, the analysis is conducted to get the meaning of the meme. The concluding explanation of the meme above is related to the girl who feels regret because she drinks too much wine on Saturday until she gets a hangover. Then on Sunday, she replaces the wine with a cup of coffee to cure her illness.

Datum 4

(13 August 2019, at 08.00 am)



The fourth datum analysis taken from the @9gaggirly account is a picture of Pepe, the frog cartoon that shows an annoyed expression from both facial expression and her hand which is like a human. The symbol written above the meme image is "Mom is typing," then the following symbol is "5 mins later, OK."

From the image above, the character shows the icon of Pepe. The frog turns and raises her hand with a confused expression is the representamen (R), who presents objects (O) characters with distinctive characteristics. The relationship between representamen (R) and objects (O) results in interpretants (I). Pepe, the frog character's expression shows that she contempts to someone or something. It is shown from Pepe's expression that she gets annoyed expression while waiting for something that seems unclear. From her expression, the creator of the meme is waiting for a reply from her mother, who sent a short message by cell phone, but she has to wait for her mom's simple answer for a long time.

The symbol analyzed in this meme referring to the phrase "Mom is typing" is the representamen (R) that presents (O) a mother typing something. The relationship between representamen (R) and objects (O) results in interpretants (I). The meme explains a situation when a mother writes a message to her daughter while her daughter tends to wait for her short message in a long time. It is shown in the chat notification that a mother is typing the word. She remained annoyed at her mother because it took too long to type a short message, and there was no clarity.

The second phrase from the symbol meme is "5 mins later, 'Ok'" is the representamen (R) that presents (O) a mother is typing something. The relationship between representamen (R) and objects (O) results in interpretants (I). The meme above tells the reader that her mother answers her a message, which is a very short answer, "OK" after waiting for her for 5 minutes. She was annoyed because she expects a long message from her mother, and her mother only sends her a very short message.

From the memes above, the conclusion for these two semiosis processes is to understand the meaning of the meme. This meme sends a message or meaning from Pepe's expression, which shows her annoyance at her mother's texting, which is not quick. In other words, her mother only gives her a short message in a very long time. She feels annoyed by her mother's message. She expresses a disappointment with her mother because she has to wait for her reply for 5 minutes for only a very short message.

Datum 5

(13 August 2019, at 08.00 am)



The fifth datum consists of one icon and one symbol. One icon above is a cartoon character named Pikachu. Pikachu seems sad with teary-eyed. The first symbol is written above Pikachu's head, "When your boyfriend starts calling you by your name in a fight." Then, the second symbol is written below Pikachu's feet, "Do you mean I'm not your baby anymore."

From the icon image above, Pikachu shows a sad expression holding an object that she has is the representamen (R) who presents an object (O) sad. It implies that the creator of the meme presents an idea of a girl with a broken heart problem with his partner. The relationship between representamen (R) and objects (O) results in interpretant (I). From the meme picture above, it appears that Pikachu seems to have a problem. Pikachu's does not show a smiley face because of a broken heart problem. Moreover, the pain is so deep shown by teary-eyed.

The phrase "When your boyfriend starts calling you by your name in a fight" is the representamen (R) who presents (O) a person's identity. The relationship between representamen (R) and objects (O) results in interpretant (I). The meme above tells the reader that the nickname is someone's identity. Pikachu's sad expression illustrates the meme creator's idea when a girl fights with her partner, and her boyfriend does not call her with her favorite name again. It makes a girl broken-hearted.

From the analysis, this meme sends a message or meaning to become someone who does not despair and never gives up. All problems can be

overcome and fixed for better relations because goals relationship is generally dreamed of by all couples.

Datum 6

(14 August 2019, at 08.00 am)



The sixth datum is analyzed based on two memes in a picture. The first one is a picture of a woman holding her hair, while the second image is a woman with an annoyed, tired, and sullen expression. Above both memes, there is a written symbol, "Humidity." The next symbol is written above the first meme, "ooh I'm looking so good today." The other symbol is written above the second meme. "10 minutes later." Then, another symbol is the pieces of a girl's hair that formed words, "Bitch, you thought."

The picture above shows that the first icon of a woman with a neat appearance and long hair is the representamen (R) who presents the object (O) of a woman with long and elegant hair. The relationship between representamen (R) and objects (O) results in interpretant (I). Having long,

beautiful hair is a woman's dream in general. She looks elegant with long and loose hair. She seems perfect by having long and beautiful hair.

The second icon image is a girl icon who appears to have messy hair and an expression of annoyance and disappointment. The relationship between representamen (R) and objects (O) results in interpretant (I). From the above meme picture shown a woman who has messy hair. She explains that she could not treat her lengthy hair well because the long hair treatment is uncomfortable. Besides, she is annoyed and disappointed with her hair appearance. The messy hair makes her feel insecure about appearing in public.

The word "Humidity" is the representamen (R) which presents (O) her hair moisture. The representamen relation (R) and object (O) results in interpretant (I). From the meme above, the creator tells the reader or the viewer that the her hair looks beautiful and neat for a while, but it suddenly becomes messy so quickly.

Second, the analysis of the second icon symbol. The sentence "ooh I'm looking so good today" is a representamen (R) that presents (O) high imagination. The representament relation (R) and object (O) results in interpretant (I); From the meme above, she tells the viewer that she feels confident in her appearance. Her neat and long hair appearance make her dare to appear in public.

The third sentence from the symbol analysis is "10 minutes later" that is representamen (R) that presents (O) duration. The representamen relation

(R) and (O) result in interpretant (I); The meme picture above shows the symbol of time 10 minutes later when something weird happens.

The fourth sentence is “ Bitch you thought” that is representamen (R) that presents (O) deep disappointment. The representamen relation (R) and object (O) results in interpretant (I). The meme above shows that she feels deeply disappointed with her performance. She feels sad and upset because of the deep disappointment in her heart.

From the meme above, the meaning can be inferred that the girls disappointment is too deep. So, it makes her hard to relief stress. She feels irritated because of her lack of gratitude.

Datum 7

(14 August 2019, at 07.00 am)



The seventh datum is the meme image, which has one icon and one symbol. One meme icon shown above is Patrick, a cartoon character, who performs a surprised expression. Next, a symbol is written right in the front

center of the picture, "Have you ever just sat there with your legs open and then remembered you are a girl."

There are three semiosis processes present in the picture above. The first icon of the meme above is Patrick, who shows a surprised expression. (R) presents the object of (O). Patrick makes an unconscious mistake. The relationship between representamen (R) and objects (O) results in interpretant (I). From the image, Patrick looks shocked because he does not realize what he has done. Patrick's appearance looks like a woman who sits impolitely.

The sentence "Girl confession" is the representamen (R) who presents (O) messages for a woman in general. The presentative relation (R) and object (O) results in interpretant (I). The message is conveyed through the meme above showing women's bad habits.

The sentence "Have you ever just sat there with your legs open and then remembered you are a girl" is the representamen (R) who presents (O) manners of a woman. The representamen relation (R) and object (O) results in interpretant (I). The meme above tells the women to share their confession about the embarrassing feeling when they unconsciously sit with legs open. It might make women realize that they share a similar embarrassment feeling.

From the memes above, the conclusion is drawn from the analysis of two processes of semiosis. Patrick's expression shows an embarrassing

expression with a silly face. This kind of feeling shows how woman looks like when she feels embarrassed about her bad behavior.

Datum 8

(15 August 2019, at 07.00 am)



The eighth datum taken from @ 9gaggirly account is a picture consisting of one icon and one symbol. The icon shows a woman who performs her fashion style as what she wants to do. This fat woman seems to pose casually with a black bag on her right side and a plastic cup of drink on her left. The symbol is written above the icon image, "You don't need permission to be yourself."

There are three semiosis processes revealed. From the icon above, fat women performs fashion style as she wants. Carrying a cup of drink on her left hand and a black bag on her right hand shows that the representamen (R) confidently presents objects (O). The relationship between representamen (R) and objects (O) results in interpretant (I). From the picture, it can be inferred that women are supported to buy bags and clothes

that they like. They can buy and wear anything they like. For example, to buy their favorite drinks and food. They also can freely mix and match her fashion style.

The sentence "You don't need permission to be yourself" is the representamen (R) that presents the object (O) of freedom, independence, and confidence. The relationship between representamen (R) and object (O) produces interpretant (I). The meme above tells the readers to be themselves and they do not need to ask permission to anyone. This meme support woman to live with their favorite style based on what they want. Women are deserved to do both what they want and what they do not want. They should enjoy their life, live comfortably and freely without any pressures from someone else.

From the meme above, the conclusion from analyzing the two semiosis processes is to get the meaning of the meme. From what has been observed, this meme sends a message or meaning that women can do their activities without being hassled by others. They can do their actions every day as they wish. They are recommended to do what they want to do and what they do not want to do.

Datum 9

(15 August 2019, at 07.00 : am)



The ninth datum is the meme image containing one icon and one symbol. The icon of the picture above depicts a cartoon character who sits on a chair with a surprised expression. Meanwhile, the symbol written above the meme is, “When you were only fake flirting as you were bored & now they're sending you good morning texts.”

There are three semiosis processes. From the icon above, a picture of a boy sitting alone in a bus chair in an upright position with a surprised expression is the representamen (R) who presents bold letters (O) sitting alone in a chair. The relationship between representamen (R) and objects (O) results in interpretant (I). The boy sits alone with a surprised expression. He feels surprised about what has happened to him. He feels something he does not expect at that time. He is very shocked by the reply text he has received.

The sentence “When you were only fake flirting as you were bored & now they're sending you good morning texts” is the representamen (R) that presents the object (O) happy and surprised. The relationship between representamen (R) and object (O) produces interpretant (I). He feels surprised because someone says good morning to him. He feels both

surprised and pleased because of someone's greeting "good morning." He also feels happy and chuckled.

The next sentence is " Chuckles" is the representamen (R) that presents the object (O) involves chest muscles with deeper pitch. The relationship between representamen (R) and object (O) produces interpretant (I). He chuckles because he repeats the mistakes he has ever done before. The incident happens when he gets a message back from someone, and he is very surprised.

The sentence "I'm in danger" is the representamen (R) that presents the object (O) he is in danger. The relationship between representamen (R) and object (O) produces interpretant (I). He seems like someone that is threatened without anyone around him.

From the meme above, the conclusion from these two semiosis processes is to get the meaning of this meme. This meme sends a message or meaning that a boy repeats some mistakes over again and again. He greets someone only because he feels bored. When his greeting is suddenly responded, he thinks that he is threatened because it means that he is supposed to continue the unexpected conversation. He chuckles because his mistake is repeated.

Datum 10

(16 August 2019, at 07.00 am)



The tenth datum has two different icons and two symbols. The first icon on the left side is a picture of girl's hand with perfect fingers that looks beautiful with red nail polish. Furthermore, the symbol in the first icon is "Others my age." The second icon on the right side is a girl's hand with small fingers like a kid, and it seems less attractive than the left one. The symbol written on the second icon image is "me." Moreover, above two hand's picture on the box, the word "Hand" is written in bold.

There are three semiosis processes. From the icons of the image above, the hand with nail polished are the representamen (R) that presents objects (O) beautiful nails. The relationship between representamen (R) and objects (O) results in interpretant (I). The girl has attractive nails because she decorates her nails with red nail polish to add value to her hand's beauty. Besides, having manicured nails adds more charm for some people, especially women.

From the second icon, the short finger with uninteresting nails is representamen (R), presenting objects (O) the weakness of her nails. The relationship between representamen (R) and object (O) results in interpretant (I). The picture above shows a picture of a woman's nails that

are not decorated with red nail polish. The women's fingers are not beautiful. The shape of the woman's nails is short and just plain.

The sentence “others my age” is the representamen (R) that presents object (O) the appearance of fingers’ shape of other girls in the same age. The relationship between representamen (R) and object (O) produces interpretant (I). From the picture above, the girls’ nails, which are manicured looks more beautiful. She also decorates her nails with bright color, red. At her age, she is good at polishing her nails, which might attract people’s attention.

The symbol word “me” is the representamen (R) that presents (O), showing that a girl does not like her nails’ appearance. The relationship between representamen (R) and object (O) produces interpretant (I). The girl shows her unattractive nails. At her age, she has nails that are different from other people at her age. The size of her fingers is small and unattractive. Besides, she does not polish her nails, and her nails look very plain.

The word "Hand," which is written in bold, is the representamen (R) that presents objects (O) body parts. The relationship between representamen (R) and object (O) produces interpretant (I). The meme above tells the readers about various forms of hands given by God to be used for doing useful things. Hand has several parts that can help to do something; for example, fingers are a part of hand, which have many functions. There are ten fingers human have, each hand has five fingers, which are created in different shapes. Then, the women's nails are an

essential part of appearance, which should be care for under the special treatment. Therefore, women polish their fingernails to stay beautiful.

From the meme above, the conclusion for these two semiotic processes is the physical differences experienced by women at puberty. Young women commonly polish her nails when they are going through puberty. For example, they might manicure their nails, as what is shown in the meme image above. Her purpose in doing that is to attract other people attention. Meanwhile, there is a case when a woman does not decorate her nails and prefers to look more natural by remain to unpolish their appearance.

Datum 11

(21 August 2019, at 07.00 am)



The eleventh datum shows a meme image consisting of one icon and one symbol. The icon of the meme above is a picture of a white air conditioner. Meanwhile, the symbol written above the meme is "My crush: I broke up with my girlfriend."

There are three semiosis processes. It can be seen that from the front side, the air conditioner seems to show a sad expression, but from the reflection of the mirror, it can be seen that it looks smile from behind. The sad and smile emoticon is the representamen (R) which presents the object (O) sad and happy. The relationship between representamen (R) and objects (O) results in interpretant (I). The air conditioner picture shows people's sad expression when they hear bad news from their crush. Deep in their heart, they are happy to listen to the bad news because it means that they would get the opportunity to approach their crush closer.

The phrase "I have a crush: I broke up with my girlfriend" is the representamen (R) that presents (O) heartbreak, sadness, and disappointment. The relation of representamen (R) and object (O) results in interpretant (I). The meme above tells the reader that a man breaks up with his girlfriend. He said to his close friend about the story of his relationship with his girlfriend.

The second symbol "Me" is the representamen (R) that present (O) female close friend. The relationship representamen (R) and object (O) results in interpretant (I). From the meme picture above, the air conditioner acts like a human. It shows a girl's expression when she hears bad news from her crush. However, in her heart, she was happy with that. She pretends to look as she is sad in front of her crush, although in reality, she is pleased to hear that.

In conclusion, the meme shows that a girl is happy because she heard terrible news from his colleagues, who says that he breaks up with his girlfriend. She pretends to be sad when she hears that bad news from him, but in reality, she is delighted to hear that because she gets an opportunity to steal his heart.

Datum 12

(22 August 2019, at 09.00 pm)



The twelfth meme image contains one icon and five symbols. The icon in the meme image is a woman sleeping on her stomach. She wears a t-shirt and underwear. The main symbol written in the meme above is "A guide to perfect sleep." There are four other symbols written in smaller font sizes, such as: "AC at 21," "No Pants," "Leg at an angle to maximize airflow," and "Huge pillow to cope with loneliness."

There are three semiosis processes. The picture above shows a woman lying on the bed without using pants while sleeping. Her sleeping position is lying on her stomach and hugging a pillow. The relationship between representamen (R) and objects (O) results in interpretant (I). Sleep can reduce stress during daily activities. Dense and tiring after doing daily

activities might cause stress. People might reduce stress by sleeping. Sleep tight is a key to reduce excessive stress, because sleep can improve physical and mental health. After resting, the body will be more relaxed and recover to normal.

Next, the significant symbol is analyzed. The sentence "A guide to perfect sleep" is the representamen (R) that presents (O) structured, comfortably. The relation of representamen (R) and object (O) produces interpretant (I). The meme above tells the reader about the tips for deep and comfortable sleep. When sleeping, the body needs a warm place, the clothes need to be comfortable, and the sleeping position needs to be relaxing. Sleeping would make the body fit again.

Next, the sentence "AC at 21 °C" is the representamen (R) that presents (O) comfortably. The relation of representamen (R) and object (O) produces interpretant (I). The meme above tells the reader about the nice temperature of the room for sleeping is 21°. According to the meme creator, sleeping would be more optimal for good nighttime sleep when the room temperature is set up into the suggested degrees Celcius. It would make sleeping more sound and relaxed. Cold temperature might trigger the body to decrease body temperature, and it makes people fall asleep faster than usual. In contrast to the heat, it would be more uncomfortable for people to wake up in the middle of the night because of the room's hot temperatur.

The next explanation deals with another symbol analysis. The sentence "No Pants" is the representamen (R) that presents (O) free to move.

The relation of representamen (R) and object (O) produces interpretant (I). The meme above informs the reader not to wear pants in order to sleep more soundly. People need comfortable clothes while sleeping to support good sleep at night. For example, wearing a tank top as suggested by the meme picture above, and wearing shorts and baggy. Therefore, the body is free to move while sleeping and the air circulation maintains a comfortable sleep environment.

The following analysis is related to the symbol in the sentence "Leg at an angle to maximize airflow" that is the representamen (R) that presents (O) comfortably. The relation of representamen (R) and object (O) produces interpretant (I). From the meme above, the readers are suggested to bend their legs to maximize air circulation while sleeping. That kind of position recommended improving blood circulation. This position can reduce the snoring problem while sleeping.

The subsequent analysis is related to another symbol analysis. The phrase "Huge pillow to cope with loneliness" is the representamen (R) that presents (O) comfortably. The relation of representamen (R) and object (O) produces interpretant (I). The meme above suggests the readers hugging a pillow while sleeping to reduce loneliness. By hugging a bolster make the body position suitable while sleeping. Moreover, hugging an object while sleeping can make calmful sleep until wake up in the morning.

From the meme above, the conclusion for these two semiosis processes is to get the meaning of this meme. From what has been

explained, this meme sends a message or meaning that sleeping can reduce stress after doing activities throughout the day. Sleeping can relax all muscles after doing full day activities. Meanwhile, the meme provides some suggestions to sleep well. The symbol tells the readers on how to get the perfect sleep. Feeling comfort during sleeping is the desire of each individual to be able to have optimal sleep.

Datum 13 (24 August 2019, at 09.00 pm)



The thirteenth datum is a meme that has one icon and one symbol. The meme image above is the iconic image of Justin Bieber. The symbol of the meme above is, "Who was your first celebrity crush?"

There are three semiosis processes of Justin Bieber's iconic image above. He is the male singer who has many fans among today's young people, is the representamen (R) who presents objects (O) handsome and achievers. The icon of Justin Bieber above shows a handsome man. He is a male singer. He has a lot of fans. Most of his fans are women. In general, good-looking men attract women's interest. Justin Bieber is considered as one of the examples of men, who is desired by many women.

The second analysis deals with the symbol of the meme. The phrase "Who has a crush on your first celebrity" is the representamen (R) who is admired by (O) a dream partner. The relation of representamen (R) and object (O) results in interpretation (I). The meme above tells the reader that a girl is confused when she is asked about who is her favorite celebrity crush.

From the memes above, the conclusion of the semiosis processes is to get the meaning of the meme. This meme sends a message or meaning that Justin is a top celebrity. He also has a handsome face and singing skills. He also became the idol loved by most women. The relationship between icons and memes symbolizes the women's thought about who should be chosen as her favorite crush. This meme shows that most women would choose Justin Bieber as their first celebrity crush. He is the one who deserves to be the first choice of most women.

Datum 14

(25 August 2019, at 12.00 pm)



The fourteenth meme image is taken from the @9gaggirly consisting of one icon and one symbol. The icon image above shows a girl doll with pink colored bangs and a smile expression. The written symbol is "When you're angry with someone, but you have to repress your emotion."

There are three semiosis processes. The meme shows a girl doll with a happy smile expression is the representamen (R) who presents the object (O) female doll with a fake smile. The relationship between representamen (R) and objects (O) results in interpretant (I). The girl doll shows a fake smile to cover her anger.

The sentence "When you're angry with someone, but you have to repress your emotion" is the representamen (R) that presents a friendly and patient person (O) object. The relationship between representamen (R) and objects (O) results in interpretant (I). The meme above tells the readers always to be able to hold back their emotions by staying active and giving a smile. Besides, they should control their emotions to keep it stable again and be patient.

The conclusion of these two semiosis processes is to get the meaning of the meme. This meme sends a message or implication to the readers to try to hold back the emotions by smiling in every condition. Showing a smile creates positive energy, and can trigger happiness. Then, positive energy can influence or give positive effects on other people.

Datum 15

(26 August 2019, at 12.00 pm)



The fifteenth datum has two icons and three symbols. Both icons on the right and the left side are the same girl with ponytails and glasses wearing a bra. What makes them different is the colors of the bra, blue and red, and their facial expressions. There is a big symbol above the girl, "There are two kinds of bras." Meanwhile, there are two other symbols written on the left and the right side of the girls. On the left side, it is written, "I guess there is no more blood flowing through my arms," meanwhile, on the right side is "yaah right."

There are three semiosis processes. In the process of drawing the meme above, the first icon is a woman wearing a blue bra that is included as a representamen (R) representing an object (O) too tight bra straps. The relationship between representamen (R) and objects (O) results in interpretant (I). The woman wearing a blue bra strap is the type of woman that use straps too tight which causes pain because of inadequate blood circulation

Furthermore, the second icon is a woman wearing a red bra. She is the representamen (R) represents an object (O) bra straps that are too loose. The

relationship between representamen (R) and objects (O) results in interpretant (I). The woman wears red bra straps that are too loose.

The sentence " There are two kinds of bras " written above the icon, is the representamen (R), which is the object (O) the type of woman who wears bra straps. The relationship between representamen (R) and objects (O) results in interpretant (I). Every individual has their characters and preferences. Based on the sentence above, in daily life, women have bra fit issues.

The sentence " I guess there's no move blood flowing through my arms " written above the icon is the representamen (R), which is the object (O) the type of woman who wears too tight bra straps. It conveys a message to the readers that women are usually experience using too strong bra straps which makes their blood cannot flow smoothly.

The sentence "yaah right" written above the second icon is the representamen (R), which is the object (O), a woman who wears red bra straps that are too loose. The second type of woman loosen her bra, but if the band is too loose, it feels uncomfortable.

The conclusion for the two semiosis processes is to get the meaning of this meme. This meme sends a message to the readers about two types of women wearing bras. The first one is the type of woman who wears bra too tight and the second is the type of woman who wears bra too loose.

Datum 16

(27 August 2019, at 12.00 pm)



The sixteenth datum consists of one icon and one symbol. The meme icon image above is a woman performing various expressions. She put makeup like a Japanese cartoon character. The symbol is "When your crush says he likes anime."

There are three semiosis processes from the picture above. The meme shows adorable and funny expressions because the woman pretends to be a Japanese cartoon character. She is the representamen (R), who presents objects (O) beautiful, funny, happy. The relationship between representamen (R) and objects (O) results in interpretant (I). She shows happy and cheerful expressions. Moreover, she has a beautiful face pigtails hairstyle. She acts like a cute girl and put makeup like an anime character that looks even funnier.

The next analysis deals with symbol analysis. The sentence "When your crush says he likes anime" is the representamen (R) that presents a beautiful (O) object. The relationship between representamen (R) and objects (O) results in interpretant (I). The meme above tells the readers that

her crush likes anime. Therefore, she wants to look cute as an anime character to attract her crush attention.

The conclusion from these two semiosis processes is to get the meaning of this meme. This meme sends a message that the girl's crush likes anime. So, she does makeup on her face like an anime character. Then, she poses a cute expression like anime who has an adorable style. She wants her crush to love her more.

Datum 17

(28 August 2019, at 07.00 am)



The seventeenth datum has only one written symbol " I just want to know why my clothes only get caught on the door handle when I'm in a bad mood." This symbol has no icon image.

The sentence " I just want to know why my clothes only get caught on the door handle when i'm in a bed mood" is the representamen (R) that presents a beautiful (O) not in good condition. The relationship between representamen (R) and object (O) results in interpretant (I). The meme above tells the readers about the condition when a woman is not in a good

mood because something bad happens. Bad feelings often happen to all women. For example, when a woman is not in a good mood, and bad conditions provoke her emotion, it might cause stress. Mood changes might cause various impacts. It does not occur only for women but also for men.

The background color of the image is dominated by pink color revealing the women's characters as feminine, have full affection, and always caring for others. Furthermore, the red color illustrates that women have a lust atmosphere. It can be said that women are gentle creatures of God. Next, the meme above shows the written symbol "I just want to know why my clothes only get caught on the door handle when I'm in a bad mood." The relationship between the iconic and symbol above gets to give the meaning that a woman is a gentle creature but it might change if the emotion control behavior in lousy condition.

Datum 18

(30 August 2019, at 12.00pm)



The eighteenth datum is the meme image that has two icons and two symbols. The icon of the image above is a woman holding an arrow. The

main symbol is “ Girls Confession.” Then, the second icon is a man beside the woman helping the woman hold the arrows together. Furthermore, another symbol that is written below the first symbol is "Which movie dude did you fantasize about?"

There are three semiosis processes. From the picture above, it can be seen that a couple who prepares to shoot an arrow is the representamen (R) who presents objects (O) happy and fall in love. The relationship between representamen (R) and objects (O) results in interpretant (I). It seems that they are in love because they look very happy and feel that just two of them in the world. These lovers are doing archery. They both do it together with the bow and arrow.


The sentence “ Girl confession” is the representamen (R) that presents the object (O) a message for women in general. The relationship between representamen (R) and object (O) results in interpretant (I). The message is conveyed to show what women are generally thoughts.

The sentence “Which movie dude did you fantasize about?” is the representamen (R) that presents the object (O) favorite movie. The relationship between representamen (R) and objects (O) results in interpretant (I). The meme above tells the readers an example of a romantic movie that women usually liked. The women admit that they like romantic films about love stories.

The conclusion for these two semiotic processes is to get the meaning of this meme. This meme sends a message or meaning about a

women's confession when they are asked about their favorite movie. In their confession, women prefer romantic movies. They like a movie that has a love story that touches their heart.

Datum 19

(31 August 2019, at 12.00  9gaggirly  pm



The ninth datum is taken from the @9gaggirly Instagram account. It consists of two icons and three symbols. The icon of the image above is the cartoon character from the animated movie *SpongeBob SquarePants*. The first image, *SpongeBob's* shows happy expression, whereas the second image is the opposite. The written symbol is "ME HAPPILY TEXTING THE PERSON I LIKE vs THE PERSON I LIKE."

There are three semiosis processes. The meme shows two expressions, *SpongeBob SquarePants* with a happy face on the left side and *SpongeBob* with annoyed expression on the right side. *SpongeBob* is the representamen (R) who presents object (O) in a happy situation. The relationship between representamen (R) and object (O) results in interpretant (I). The first image shows that *SpongeBob* is in love with

someone. Therefore, he seems very happy when sending messages to the person he loves.

The sentence "ME HAPPILY TEXTING THE PERSON I LIKE" is the representamen (R) that presents the object (O) sends a short message to someone. The relationship between representamen (R) and the object (O) results in interpretant (I). The meme above tells the readers that SpongeBob sends a message to someone he likes. He feels happy when he texts someone he likes.

The sentence "vs" is the representamen (R) that presents the object (O) the distinction. The relationship between representamen (R) and the object (O) results in interpretant (I). The meme above tells the readers the differences between two images.

The sentence "The Person I like" (R) presents the object (O) the distinction. The relationship between the representamen (R) and object (O) results in interpretant (I). The meme above tells the reader that the picture showing the opposite expression from someone that receives a text from him

The conclusion of these two semiotic processes is to get the meaning of this meme. This meme informs the readers of a situation when someone is happy when his heart full of love. However, the different situation occurs when the one who receives the text is annoyed and dislike to reply his text message.

B. Discussion

This section provides a discussion of analysis using the Pierce sign about the data in the findings section. The number of signs used in the following data represents how Pierce's theory of sign is applied in memes' analysis in the Instagram account named @9gaggirly. Moreover, the data describe how many symbolic and iconic marks are used in the memes. Meanwhile, two types of signs, namely icons and symbols, as presented in Chapter II are also presented in this section to show how this study is conducted to answer the research questions.

After conducting the analysis, the following table is presented to show the icon and symbol signs used by memes from the @9gaggirly account. The researcher analyzed several memes at @9gaggirly using Pierce's semiosis process to understand the message conveyed by the memes that were intended to satirize women in general and involved a moral message to be given to everyone.

The semiotic sign that is often used in the Instagram account of @9gaggirly is considered icon and symbol signs. The meme images of @9gaggirly are the icon, whereas the text written on the image is the symbol of the meme. In this case, Faturrahman (2014) stated that a sign is an object that represents the thoughts of others. Signs take the form of words, images, smells, sounds, tastes, actions, or objects, but such things do not choose intrinsic meanings and become signs only when we invest them in meaning.

This study found several signs on the meme images at @9gaggirly involving 27 icons and 39 symbols. Based on the results of analysis, the icon and symbol reveal the implied meaning and message conveyed to the readers. The messages are generally called a satire addressed to women. In addition, those memes also have moral meanings based on the results of the interpretation of the semiosis processes of the signs. From the data gathered, the researcher analyzed the icons and symbols in memes at @9gaggirly and they give meaning using Pierce's semiosis processes. Furthermore, this study's data are similar to the previous studies conducted by Faturrahman (2014). His research shows that Pierce's theory can be used to describe the process of making meaning and can provide meaning contained in Samsung Galaxy Series advertisements.

Moreover, the analysis of this research is also similar to the previous research in which the icon and symbol are analyzed. However, the difference between this study and the previous study refers to the object of analysis. This study focuses on analyzing the meme image, whereas the previous study analyzes the images of cellphone advertisements. Regarding the analysis process, this study applies the concept of semiosis, which is also proposed by the prior research.

Nineteen data were analyzed to understand the different interpretations of sign meaning among them. It can be concluded that the memes at @9gaggirly convey implied messages to women readers. According to Pierce (as cited in Faturrahman, 2014), if the writers and anyone else have

different interpretations, it does not matter, Pierce says that interpretations among people may differ depending on their culture, background, knowledge, and experience. Additionally, this study also assumes the gender consideration from Manshour Fakih in assuming the meaning implied in the memes posted by @9gaggirly. In datum 2, the image data on the meme @9gaggirly post is related to Mansour Fakih (2001:16), who claimed that in general, a stereotype is labeling or marking a group. Stereotyping always has disadvantages and might cause injustice. The type of stereotype is mainly based on gender. There are so many injustices towards certain people. For example, from the meme picture above, a sign starts from the assumption that a man who has curved eyelashes looks perfect, while women may not be able to have them. In other data, datum 13 is also associated with Manshour Fakih (2001:16) assumptions. For example, a man who has a handsome face, talented in musical is admired by many people, especially women. For women, it is uncertain whether she wants to be like Justin Bieber, who is admired because of his talent and handsome face.

CHAPTER IV

CONCLUSION AND SUGGESTION

In this chapter, the researcher provides the result of this study as the conclusion based on findings and discussion. In addition, the suggestion is given to the next researcher to improve this field of study.

A. Conclusion

According to the result of the findings and discussion in the previous chapter, the researcher concludes the icons and symbols found in the meme images taken from Instagram account @9gaggirly. The data were analyzed based on Charles Sanders Peirce's theory. There were 20 data that were collected in the form of icons and symbols taken from the meme images at @9gaggirly.

There are three process of semiosis, which are called representaments, objects, and interpretants. Peirce's triangle explains these steps. Based on research analysis, the researcher found 27 icons and 39 symbols from 20 meme data that had been selected by simple sampling beforehand. The researcher also found that advertising images (icons) impacted the researcher's interpretation of the implicit meanings of memes. These icons provide direction or clues to get the meaning of advertising for the researcher. From the iconic signs and symbols in the meme picture, the satire is shown for women. The dominant type used in meme pictures at @9gaggirly account in making satirical humor is to mock and give a message to

female readers about messages with broad meaning. The messages were taken from the concept of semiosis of icons and symbols that occur in Pierce's triadic process, and the conclusions were drawn. However, in this study, the researcher did not focus to analyze any index, which are included as a part of the Pierce triadic process.

B. Suggestion

Based on the findings of this study, triadic process's dominant signs are the icons and the symbols. In the analysis, the researcher did not analyze the index in the sign. Therefore, the researcher suggests next researchers find the index in the signs and other aspects that can make the findings more diverse.

After completing this thesis, some suggestions are given to the readers interested in the semiotics topic: first, as we probably know that language is a sign. Then, signs can be found in the form of sentences in written text, or pictures in drawing images. Using semiotic approach, the signs are able to be found everywhere and at any time easily, for example, the memes on Instagram and other social media. The meme creators attempt to convey moral messages to the reader using their creativity in an interesting way to be noticed by the viewers. In understanding the implicature meaning, we can use the semiotic approach.

Semiotics has many theories, such as Charles Sanders Pierce, Ferdinand De Saussure, and Roland Barthes. The readers are suggested to use one of these theories, aside from writer's theory. In this thesis, the theory is expected to help the readers to

know the implied meaning from each sign from a different angle. Furthermore, it is also expected to provide the benefits as the comprehensive references in analyzing signs using a semiotic approach for other researchers, especially for the students of the Department of English Literature who want to do semiotics analysis.



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